

24th International Project Week 2022
09th – 13th May 2022

Lecturer: Daphnée Boizard

University/Company: École Pratique des Hautes Études Commerciales

Country: Belgium

Circular economy project development: taking upcycling to the next level thanks to new technologies and AI

Content: Development of a marketing plan around an environmentally friendly and circular product creation. The whole marketing plan will be adapted to the project. The objective is to go from idea and concept development to the new, final product with ideas of new technologies to power consumer recognition and knowledge. The objective is to guide and coach students throughout the different steps of the marketing plan.

Methods: Practical classes with illustrations and participation, workshops, team work

Competences and skills to be acquired: Students will develop teamwork skills, analytic skills and creative skills. They will get familiar with various brainstorming methods amongst others. Students will discover the use of new technologies and AI in application in a real project.

Prerequisites: Basic marketing tools such as S-C-T and 4Ps

Language of instruction: English